

Tuesday, 9th July 2019

EVR Holdings plc
(“EVR” or the “Company”)

MelodyVR successfully broadcasts Wireless Festival to over 250k music fans

EVR Holdings plc (AIM:EVRH), the leading creator of virtual reality entertainment content and operator of the MelodyVR platform, is pleased to announce that it partnered with Festival Republic, a division of Live Nation, to successfully broadcast Wireless Festival (“Wireless”) live to over 250,000 music fans during the weekend of 5th to 7th July 2019. Wireless Festival is the leading event for urban music and hip hop, which this year featured a number of the world’s best-known urban artists including Cardi B, Travis Scott, Rae Sremmurd, Stefflon Don and Migos.

The sold-out Festival, which coincided with the launch of MelodyVR’s mobile app generated tens of thousands of new MelodyVR app install in the seven day period from 1st to 8th July, and saw over 250,000 individual views of the festival broadcast, across the company’s VR and mobile applications and Facebook Live 360, throughout 45 countries. The event also delivered significant brand-awareness for the company, reaching in excess of 1,000,000 individual fans across Facebook Live, and generating over 13,000,000 impressions across the company’s digital media channels, harnessing the combined social-media following of the artists broadcast, which was in excess of 150 million fans. MelodyVR’s new mobile app also became the number 1 trending app on the Google Play Store as well a top-20 app on Apple’s iOS app store over the weekend.

Anthony Matchett, CEO and Founder MelodyVR said “This ground-breaking launch event for our mobile app was extremely successful and not only showcases MelodyVR’s broadcast technology but also clearly demonstrates the potential for the MelodyVR platform, as well as the vast-demand for our unique content. I would like to thank our partners at Live Nation and Festival Republic for their support and we look forward to delivering more spectacular events to fans in due course.”

For further information please contact:

EVR Holdings plc
Anthony Matchett, Executive Chairman & CEO

email@evrholdings.com

Arden Partners plc: Nominated Advisor and Sole Broker
Corporate Finance: Ciaran Walsh / Ruari McGirr / Ben Cryer
Corporate Broking: Simon Johnson

Tel: +44 (0) 20 7614 5900

Notes to Editors:

MelodyVR is a wholly owned subsidiary of EVR Holdings plc ('EVR'), a company that is listed on the AIM market of the London Stock Exchange under the ticker EVRH.L.

For more information on Melody VR, please visit: www.melodyvr.com